Fashion Calendar 1949

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, JUNE 27, 1949

Monday June 27 12:00 Noon Luncheon	AUTHOR LUNCHEON FOR THE PRESS	SINGER SEWING MACHINE COMPANY	HOTEL PIERRE ROOF
	Luncheon to honor Mary Brooks Picken, author of the "Singer Sewing Book". Pre-publication information will be available on this book, the first complete book of sewing techniques both for home dressmaking and home decoration, sponsored by the country's oldest sewing machine company. By invitation only. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.		
Monday June 27- June 29 3:30 P.M.- 5:30 P.M. Cocktails	PRESS SHOWINGS OF HATS & ACCESSORIES	IRMA KIGERE	665 FIFTH AVENUE SALON - 11TH FLOOR
	Press showing of Irma Kigere's Originals--Fall hats and accessories, including belts, shawls, stoles, scarfs, gloves, and "things". By invitation. Contact: Dee Bass, Packaged Publicity and Promotion, MU. 3-5412.		
Monday June 27 Friday July 15 Luncheon & Cocktails	PRESS SHOWING OF FALL MILLINERY	HELEN LIEBERT	ATOP 19 WEST 57TH ST.
	Special showings, beginning Monday, June 27 through Friday, July 15 at 10:30 A.M. (luncheon after the show) and 2:30 P.M. Individual appointments for special group showings may be arranged for local and out-of-town press. Publicity: Mildred Newton, PL. 3-2936.		
Beginning Monday June 27	OPENING OF FALL JEWELRY LINE	CORO, INC.	47 WEST 34TH STREET THIRD FLOOR
	Opening of complete Fall line of Coro costume jewelry at their redecorated showrooms. Contact: Ann R. Silver Associates, MU. 7-8654.		
Tuesday June 28 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
	Irene of New York will present her Autumn hat collection to the press. By invitation only. Publicity: Ruth Underhill, PL. 3-3032.		
Tuesday June 28 11:30 A.M.	PREVIEW: COLLECTION BY HARRY SCHACTER	ELFREDA	498 SEVENTH AVENUE SHOWROOM
	First showing of Elfreda collection, by Harry Schacter, will be presented to the press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday June 28 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
	The Fashion Group will present Fall accessories at a fashion show... "Tweeds--Tweeds--Tweeds; What Accessories?" Commentator and Chairman of Accessories Division: Marjorie Schlesinger, accessory stylist, Macy's. Price (including tax and tip): $4.00 for members; $4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 28 5:00 P.M. Cocktails 5:30 P.M. Show	MARVELLA PEARLS FASHION SHOW	WEINREICH BROS. CO. (383 FIFTH AVENUE)	RAINBOW ROOM 30 ROCKEFELLER PLAZA
	Marvella Pearls will present their Fall collection, designed by Jacques Fath. Cocktails at 5:00 P.M. Fashion Show at 5:30 P.M. Commentator: Adelaide Hawley. Attendance by invitation only. Publicity: Margaret Markley, Marvella Pearls, PL. 7-5610.		
Wednesday June 29 12:00 Noon Luncheon	PRESS SHOWING OF FALL MILLINERY	LENESTA	15 EAST 53RD STREET SALON
	Lenesta will present a preview of her hats for Autumn to the press during luncheon. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday June 29 4:30 P.M. Cocktails 5:00 P.M. Show	"HELLER HIGHLIGHTS" SEMI-ANNUAL FASHION SHOW	HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
	The House of Heller will present its semi-annual fashion show featuring the Fall collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Showing promptly at 5:00 P.M. Commentator: Faith Keane. By invitation only. Publicity: Ruth Lerner, OR. 9-3350.		
July 4	INDEPENDENCE DAY (Monday) -- Legal Holiday.		
Wednesday July 6 11:00 A.M. Informal Luncheon	PRESS PREVIEW OF FALL MILLINERY	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
	Presentation of Florence Reichman's Fall millinery fashions to the N.Y. press. Informal luncheon will be served after the show. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.		
Wednesday July 6 4:00 P.M. Tea	PRESS SHOWING OF FALL MILLINERY	MARY GOODFELLOW	600 MADISON AVENUE SALON
	Mary Goodfellow will present her Fall millinery collection to the local press. Attendance by invitation only. Publ.: Mildred Kaldor, MU.9-5420.		
Thursday July 7 12:15 P.M. Luncheon	MILLINERY MEETING AND FASHION SHOW	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
	"Never Forget--Fashion Means Business"...the Fashion Group will present a showing of Fall hats created by N.Y.'s custom milliners. Fashion show commentator: Maud G. Moody, Women's Wear Daily. Speaker: Estelle Hamburger, fashion promotion consultant. Price (including tax and tip): $4.00 for members; $4.50 for guests. Contact: The Fashion Group, CI.7-3940.		
Thursday July 7 4:00 P.M. Cocktails	FALL MILLINERY PREVIEW FOR PRESS	EMME	21 EAST 56TH STREET SALON
	Showing of Emme's Fall and Winter millinery collection for the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Friday July 8 12:00 Noon Luncheon	PRESS PREVIEW OF FALL MILLINERY	ARANKA, INC. (19 EAST 56TH ST.)	WEYLIN HOTEL 54TH & MADISON AVE.
	Aranka will present her Fall millinery to the press at a luncheon show in the Coral Room. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.		
Sunday July 10 11:00 A.M. Brunch	PREVIEW: KIDSKIN SHOES, BAGS AND ACCESSORIES	KIDSKIN TANNERS' GUILD	CHATHAM WALK 48TH & VANDERBILT AVE.
	Informal preview of Fall shoes, bags and novelty accessories in kidskin at the Chatham Hotel for the local and out-of-town press. Attendance by invitation only. Publicity: Helene O'Hara, or Virginia Clark, MU.6-1623.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday July 10 3:30 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS	SALLY VICTOR	18 EAST 53RD STREET SALON
	Sally Victor will present her semi-annual millinery fashion show to the out-of-town press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.		
Week Of July 11	THIRTEENTH NATIONAL PRESS WEEK	NEW YORK DRESS INSTITUTE	NEW YORK CITY
	Fashion editors from leading newspapers of the U. S. and Canada will be in N. Y. during the week of July 11 for the Thirteenth National Press Week. Couture collections from N. Y. Dress Institute designers will be shown daily from Monday, July 11 through Friday, July 15. Strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday July 11 11:00 A.M.	FALL MILLINERY FOR LOCAL PRESS	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
	Presentation of Laddie Northridge's Fall and Winter hat collection at his salon, for the N. Y. press and buyers. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.		
Monday July 11 1:00 P.M. Luncheon	YOUNG SPORTSWEAR FOR VISITING PRESS	TILLY SCHANZER	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
	Tilly Schanzer will present her "Mix and Match" Fall fashions to the out-of-town editors. Attendance by invitation only. Publicity: Dora Miller, International Fashions, LO. 3-4285.		
Monday July 11 2:30 P.M.	PRESS SHOWING OF FALL MILLINERY	WALTER FLORELL	29 EAST 53RD STREET SALON
	Showing of Walter Florell's Fall millinery collection to the local press. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-6043.		
Monday July 11 4:30 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW	CORO JEWELRY; GLENTEX SCARFS	HOTEL PIERRE GRAND BALLROOM
	Showing of Coro jewelry and Glentex scarfs at an accessories fashion show for local and out-of-town press. Showing at 5:15 P.M. Attendance by invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.		
Monday July 11 6:00 P.M. Cocktails	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
	Laddie Northridge presents his Fall and Winter millinery to the out-of-town press. By invitation only. Publ.: Elizabeth Maher Assoc., EL. 5-4248.		
Tuesday July 12 8:00 A.M. Breakfast	EMBROIDERY FASHIONS FOR VISITING PRESS	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET
	"Underneath It's Embroideries" - a showing for out-of-town press of negligees and lingerie fashions, featuring Schiffli embroidery. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.		
Tuesday July 12 8:00 A.M. Breakfast	MILLINERY FASHIONS FOR VISITING PRESS	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
	Autumn hat collection by Irene of New York will be presented to the out-of-town press. By invitation only. Publicity: Ruth Underhill, PL. 3-3032.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 12 9:00 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
	Semi-annual clinic of the Millinery Merchandising Executives' Association with fashion, merchandising and business experts discussing trends, problems and developments. Virginia Pope, fashion editor of the New York Times, will direct the clinic. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.		
Tuesday July 12 12:00 Noon Luncheon	FALL COLLECTION FOR VISITING PRESS	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
	Paul Parnes will present his Fall dress and suit collection to the out-of-town press. By invitation only. Publ.: Gladys Steiner, MU. 9-1630.		
Tuesday July 12 2:30 P.M.	PRESS PREVIEW OF FALL MILLINERY	MR. JOHN, INC.	53 EAST 57TH STREET SALON
	Mr. John will present his Fall millinery collection to the local fashion press. Attendance by invitation. Publicity: Nonni Eilers, MU. 8-4906.		
Tuesday July 12 3:00 P.M.-7:30 P.M.	HOPE DIAMOND DISPLAY-NEW DIAMOND DESIGNS	N.W. AYER & SON, INC.	HARRY WINSTON, INC. 7 EAST 51ST STREET
	The Hope, the Star of the East, and other diamonds from the McLean collection, together with the newest creations by Harry Winston, will be shown to the press at the House of Winston. Escorted tours of the design studios, diamond cutting and jewelry manufacturing facilities. By invitation only. Publicity: Mrs. Jean Shanley, N. W. Ayer & Son, Inc., CI. 6-0200; or Harry Winston, Inc., PL. 3-1510.		
Tuesday July 12 4:00 P.M. Cocktails	PRESS PREVIEW OF NECKTIE DESIGNS	SIGNET TIES	16 EAST 34TH STREET SHOWROOM - 9TH FLOOR
	Preview for local and out-of-town editors of Signet ties, designed by Tina Leser, Washington Tremlett, Mr. Ned; and also the French collection. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 12 4:30 P.M. Cocktails	PRESS PREVIEW OF YOLANDE HANDMADES	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
	For the first time, Yolande will present a three-in-one collection of their handmades to the out-of-town and local fashion press. Included will be lingerie, blouses and baby clothes; and couture designs will range in age from "one to 21 to simply not telling." Showing promptly at 4:30 P.M. Attendance by invitation only. Publicity: Ida Miller, Forth Miller Associates, MU. 3-6526.		
Tuesday July 12 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
	The semi-annual millinery fashion show for buyers, retailers and the fashion press. Dinner and show: $17.50 (including tax); Mezzanine: show only, $8.50 (including tax). Show at 9:00 P.M. For tickets, contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.		
Tuesday July 12 9:00 P.M.	PARTY FOR VISITING AND LOCAL EDITORS	THE GRUEN WATCH COMPANY	ST. REGIS HOTEL MAISONETTE ROOM
	"Just A Wonderful Party!" to be given by The Gruen Watch Co. for the press. Party begins in the Maisonette Room at 9:00 P.M. and ends in the Penthouse Terrace with a Moonlight Buffet. By invitation only. Publicity: Viola Shefer, PL. 3-3173.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday July 13 10:00 A.M. Breakfast	MILLINERY FASHION SHOW FOR PRESS	MME. PAULINE	6 EAST 53RD STREET SALON
	Showing of Mme. Pauline's Fall millinery for local and out-of-town editors. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday July 13 12:30 P.M. Luncheon	FASHION SHOW FOR VISITING PRESS	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
	Preview of Varden Petite and Varden Casuals for the out-of-town press. Hats and accessories from Mr. John. Gloves from Wear Right. Attendance by invitation only. Publicity: Mona Manet, PE. 6-5460.		
Wednesday July 13 3:00 P.M. Cocktails	PRESS SHOWING OF MILLINERY FASHIONS	MME. CECILE GERTRUDE KRETZ	25 WEST 57TH STREET SALON
	Showing of hat pattern models with interpretations for custom millinery, also ready-to-wear hats. Attendance by invitation only. Contact: Elizabeth Macintosh & Associates, TE. 8-7147.		
Wednesday July 13 3:30 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING OF FALL FABRICS	HAFNER FABRICS CORP.	350 FIFTH AVENUE ROOM 1821
	Informal fashion show and presentation of Hafner's Fall fabrics for the local and out-of-town press. Attendance by invitation only. Publicity: Martha McDonald, CH. 4-8767.		
Wednesday July 13 4:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION	FRANCES SIDER, INC.	1384 B'WAY (38TH ST.) SHOWROOM-24TH FLOOR
	A half-hour presentation, for the local and out-of-town press, of highlights from Frances Sider's two collections for Fall. By invitation only. Publicity: Terry Mason, LO. 4-3323.		
Wednesday July 13 5:00 P.M. Cocktails	FALL SHOWING FOR VISITING PRESS	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
	Showing by Lilly Dache for out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday July 13 5:30 P.M. Cocktails Buffet	HAT FASHIONS FOR LOCAL & VISITING PRESS	MILLINERY FASHION BUREAU	RITZ CARLTON HOTEL CRYSTAL ROOM
	The Millinery Fashion Bureau will invite local and out-of-town editors to a cocktail party, with a Fall fashion show by leading milliners at 7:15 P.M. This will be followed by buffet supper and entertainment. Attendance by invitation only. Publicity: Mary Kelley, LU. 2-2250.		
Thursday July 14 8:00 A.M. Breakfast	COUTURE VELVETS IN READY-TO-WEAR	CROMPTON RICHMOND	LONGCHAMPS 19 WEST 57TH STREET
	Presentation for the out-of-town press of ready-to-wear fashions in Paris-sponsored Crompton couture velvets. Included will be suits, day and evening wear, accessories, and bathing suits. (Note change of address). Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.		
Thursday July 14 11:00 A.M.	FALL MILLINERY SHOWING FOR PRESS	JOHN-FREDERICS, INC.	29 EAST 48TH STREET SALON
	Mr. Fred Frederics of John Frederics, Inc., will present his Fall millinery collection to the N.Y. Press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 14 12:30 P.M. Luncheon	LUNCHEON FOR VISITING AND LOCAL PRESS	COTY, INC.	PLACE TO BE ANNOUNCED
	Coty will invite the out-of-town and local editors to a special luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday July 14 2:30 P.M.	PREVIEW OF MILLINERY FASHIONS FOR FALL	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
	Braagaard will present his Fall millinery collection to the press. Attendance by invitation only. Contact: PL. 3-0353.		
Thursday July 14 3:00 P.M.	SHOE FASHION PREVIEW FOR VISITING PRESS	I. MILLER	HOTEL PIERRE SUITE 3
	Fall shoe fashions will be presented by I. Miller to the out-of-town and syndicate press. By invitation only. Publ.: Mildred Held, ST. 4-7800.		
Thursday July 14 6:15 P.M.	MILLINERY FASHIONS FOR VISITING PRESS	JOHN-FREDERICS, INC.	29 EAST 48TH STREET SALON
	Presentation of Fall hats by Fred Frederics to the out-of-town press. By invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.		
Thursday July 14 7:00 P.M. Buffet	WHOLESALE COLLECTION FOR VISITING PRESS	ELIZABETH ARDEN	681 FIFTH AVENUE SALON
	The first Elizabeth Arden wholesale collection, designed by Castillo, will be presented to the out-of-twon press at a buffet dinner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday July 15 8:00 A.M. Breakfast	RIBBON FASHIONS FOR VISITING PRESS	RIBBON ASSOCIATION	LONGCHAMPS B'WAY & 41ST STREET
	"You'll Wear Ribbons" -- Showing for visiting editors of ribbon fashions and accessories. By invitation only. Publ.: Dora Miller, LO. 3-4285.		
Friday July 15 12:00 Noon Luncheon	PRESS SHOWING OF FALL HANDBAGS	KORET, INC.	33 EAST 33RD STREET SHOWROOM
	Koret will present Fall handbags to the out-of-town press at a buffet luncheon. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday July 15 3:45 P.M.	FALL MILLINERY SHOW FOR VISITING PRESS	MR. JOHN, INC.	53 EAST 57TH STREET SALON
	Fall millinery by Mr. John will be presented to the out-of-town press. Attendance by invitation only. Publicity: Nonni Eilers, MU. 8-4906.		
Friday July 15 7:30 P.M.	WEEKEND PARTY FOR VISITING PRESS	WILLIAM BASS; & GREENBRIAR HOTEL	WHITE SULPHUR SPRINGS WEST VIRGINIA

William Bass and the Greenbriar Hotel have invited the out-of-town press on "The Greenbriar Special" for the weekend. The train will depart from Pennsylvania Station, N.Y., on Friday, July 15, 7:30 P.M. (DST).

Sat. July 16, 6:00 P.M. - Cocktail party by Thalhimer Bros.at Greenbriar.
Sat. July 16, 8:00 P.M. - Dinner and Fall fashion show by William Bass. (Precious jewels from Jewelry Industry Council)
Sun. July 17, 6:00 P.M. - Cocktail party by Mr. Thomas J. Deegan, vice-president of the Chesapeake & Ohio Railroad.
Sun. July 17, 9:00 P.M. - "Nightcaps" by Guerlain Parfumers on train.
Mon. July 18, 8:00 A.M. - Breakfast party by Mr. T.O. Williams, vice-president of the Maybelline Co., on train.

By invitation only. Publicity: Laura Benham, MU. 5-0022.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday July 18 9:30 A.M.	JUDY'N JILL FASHIONS FOR VISITING PRESS	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM
	Presentation of Judy'n Jill Fall fashions to out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday July 18 11:00 A.M.	SHOE FASHIONS FOR LOCAL & VISITING PRESS	DELMAN, INC.	754 FIFTH AVENUE SALON
	Delman will present Fall shoe fashions to the local and out-of-town editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday July 18 12:00 Noon Luncheon	LUNCHEON SHOWING FOR VISITING PRESS	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-24TH FLOOR
	Kane-Weill will invite the out-of-town press to a luncheon and showing of Fall fashions. By invitation only. Contact: Lloyd Weill, LO. 5-3041.		
Monday July 18 2:30 P.M.	SHOWING OF SCARFS FOR VISITING PRESS	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
	Brooke Cadwallader will present a showing of his Fall scarfs to the out-of-town press. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.		
Monday July 18 3:30 P.M.	FALL FASHIONS FOR VISITING PRESS	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
	The out-of-town press will be invited to a showing of Fira Benenson's Fall collection. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.		
Monday July 18 4:30 P.M.	FUR FASHION SHOW FOR VISITING PRESS	ESTHER DOROTHY	68 EAST 56TH STREET SHOWROOM
	Esther Dorothy will present fur fashions to the out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 19 4:00 P.M. Cocktails	FIRST PRESS SHOWING OF HAT COLLECTION	CHANDA, INC.	30 WEST 57TH STREET SALON-3RD FLOOR
	Fall millinery by Chanda will be presented to the local and out-of-town press. Showing at 4:30 P.M. Attendance by invitation only. Publicity: Arthur Rubin, JU. 6-5350.		
Wednesday July 20 9:30 A.M. Breakfast	FASHION SHOW FOR LIONS' CLUB	N.Y. DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	Presentation of Fall fashions by members of the N.Y. Dress Institute for the Lion's Club. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.		
Wednesday July 20 12:30 P.M. Luncheon	FASHIONS AND FABRICS AT LUNCHEON SHOWING	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
	Presentation of Fall costumes, created by leading designers in John Walther Fabrics, during luncheon showing. Press and trade by invitation only. Contact: Elena Turner, LO. 4-8090.		
Beginning Monday July 25	LONDON HAUTE COUTURE COLLECTIONS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	193 REGENT STREET LONDON, ENGLAND
	Monday, July 25: Molyneux, Norman Hartnell Tuesday, July 26: Michael Sherard, Charles Creed, Ltd., Victor Stiebel Wednesday, July 27: Peter Russell, Ltd., Bianca Mosca, Ltd. Thursday, July 28: Digby Morton, Ltd., Worth Ltd. Friday, July 29: Mattli, Hardy Amies, Ltd. By invitation only. Cards issued by the Member Houses to whom application should be made. Contact: Lilian Hyder, London, Tele.: Regent 3816.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 26 2:30 P.M. Cocktails	PRESS PREVIEW: FALL FURS AND CLOTH COATS	I. J. FOX	393 FIFTH AVENUE EMPIRE SALON
	Presentation to the fashion press of the I. J. Fox Fall-Winter, 1949-1950, collection of Fur coats and "Little Furs" - fur trimmed and untrimmed cloth coats featuring originals and adaptations. Accessorized by Roberta Miles. By invitation only. Contact: Helen Rothman, MU. 5-4500.		
Wednesday July 27 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: NEW PERFUME LINE AND HOLIDAY GIFTS	BOURJOIS, INC.	HAMPSHIRE HOUSE COTTAGE
	Bourjois will present their new perfume line and collection of holiday gifts at a cocktail party for the press. Attendance by invitation only. Publicity: Grace Coppage, LO. 4-0200.		
Wednesday July 27	ARRIVAL OF REBUILT "ILE DE FRANCE"	FRENCH LINE	PIER 88 WEST 50TH STREET
	The S.S.Ile de France will return to trans-Atlantic passenger service after being decorated by the French Government for duty. Completely rebuilt on a more-space, more-luxury plan, the ship will arrive on July 27, and depart again for Le Havre July 30. Fashion photographs may be taken aboard during subsequent calls in port. French Line Publicity: Charles J. Hogan, 610 Fifth Avenue, PL. 7-2500.		
Beginning Monday August 1	SCHEDULE OF PARIS COUTURE OPENINGS	CHAMBRE SYNDICALE DE LA COUTURE DE PARIS	PARIS, FRANCE
	Couture showings in Paris are tentatively scheduled as follows: Aug. 1: Balmain (for retailers), Rochas, Madeleine Vramant; Aug. 2: Balmain (for manufacturers), Bruyere, Jean Desses; Aug. 3: Carven, Lafaurie, Lanvin, Maggy Rouff, Robert Piguet, Worth; Aug. 4: Balenciaga, Gres, Fath, Griffe, Patou, Chaumont, Paquin, Schiaparelli; Aug. 5: Heim, Carpentier, Manguin, Molyneux; Aug. 8: Dior (for retailers); Aug. 9: Dior (for manufacturers). Contact: Chambre Syndicale de la Couture Parisienne, 102 Rue du Faubourg St. Honore, Paris.		
Monday August 8- August 12	NATIONAL LUGGAGE AND LEATHER GOODS SHOW	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, IND.	HOTEL NEW YORKER 8TH AVE. & 34TH ST.
	Over 200 exhibitors will display new fashions in luggage and leather goods on five floors at the Hotel New Yorker. Daily schedule: Monday, 1:00 P.M. to 9:00 P.M.; Tuesday, 9:00 A.M. to 6:00 P.M.; Wednesday, 9:00 A.M. to 9:00 P.M.; Thursday, 9:00 A.M. to 6:00 P.M.; Friday, 9:00 A.M. to 3:00 P.M. There will be a dinner dance in the Grand Ballroom, Hotel Statler, Friday at 7:30 P.M. Publicity: Sylvia Leonard, LE. 2-3960.		
Monday August 15- August 18	NATIONAL RETAIL JEWELERS' SHOW	AMERICAN NATIONAL RETAIL JEWELERS ASSN.	WALDORF-ASTORIA BALLROOM
	There will be 185 exhibitors in the 1949 Convention and Trade Show of the American National Retail Jewelers Association. Contact: Mr. Charles Evans, or Mr. Boyd Evans, 551 Fifth Ave., MU. 2-2764.		
Tuesday August 16 3:00 P.M.	SHOWING OF WOMEN'S SUITS BY MURRAY SICES	RUSSEKS FIFTH AVENUE	5TH FLOOR WOMEN'S WORLD
	Russeks will present the woman's suit picture for Fall by Murray Sices. Open to public. Publicity: Helen Moran, WI. 7-1900.		

MUSIC...MOVIES...THEATRE...TELEVISION...MUSEUMS

Friday
June 24
12:30 P.M.
1:00 P.M.

TELEVISION: VANITY FAIR CBS-TV, CHANNEL 2
"So You're Staying In The City This Summer?" Showing of cool, appropriate summer wardrobe from Saks Fifth Avenue. Publicity for Saks Fifth Avenue: Helen Kauper. Contact: Helen Brattrud, PL. 5-2000.

Beginning
Monday
June 27

SECOND WEEK, STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.

Monday, June 27: Eugene Istomin, pianist and Joseph Fuchs, violinist will play an all-Beethoven concert.

Tuesday, June 28: Orchestral program featuring Tschaikovsky's Fifth Symphony, Fritz Reiner conducting the N.Y. Philharmonic-Symphony.

Wednesday, June 29: Hortonse Monath, pianist, playing Mozart A major (K.488) Concerto, also the orchestra will play the music of Johann Strauss in a commemoration program.

Thursday, June 30: Final appearance at the concert's 1949 season of Fritz Reiner conducting N.Y. Philharmonic-Symphony.

Friday, July 1: Lauritz Melchoir, soloist, singing selections from Wagner operas, and also a group of popular songs.

Saturday, July 2: Mischa Elman, violinist, playing the Wieniawski Concerto and the solo violin part of Lalo's "Symphonie Espagnole", Alexander Smollens conducting the orchestra.

Unreserved seats: 30¢-60¢-$1.40. Reserved seats: $2.00. Table for eight (reserved): $24.00. Publicity: Margaret Hartigan, CI. 6-4462.

Beginning
Thursday
June 30

OPENING: "FUNZAPOPPIN" MADISON SQUARE GARDEN, 49TH ST. & 8TH AVE.
Arthur M. Wirtz presents Ole Olsen and Chick Johnson in a new version of their comedy, "Funzapoppin". Shows will be nightly except Tuesdays; matinees on Wednesdays, Sundays and the Fourth of July. Tickets: $1.00-$2.50 (plus tax). Publicity: Lillian Jenkins, CO. 5-6800.

Friday
July 1

PREMIERE: "HOUSE OF STRANGERS" ROXY THEATRE, SEVENTH AVE. & 50TH ST.
Twentieth-Century Fox presents a film depicting the lives of an Italian banker and his four sons on New York's lower East Side. Starring Edward G. Robinson, Susan Hayward, Richard Conte and Luther Adler. Producer: Sol C. Siegel. Director: Joseph L. Mankiewicz. Wardrobe: Charles Le Maire. Publicity: Jeannette Sawyer, CO. 5-3320.

Friday
July 1

PREMIERE: "THE FOUNTAINHEAD" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Brothers presents film based on Ayn Rand's novel of the same name. Produced by Henry Blanke, directed by King Vidor. It stars Gary Cooper, Patricia Neal, Raymond Massey and Kent Smith. Ultra-modern architect fights to reach idealistic goals while embroiled in a complicated romance. Wardrobe by Milo Anderson. (Note change of date). Publicity: Eve Siegel, CI. 6-1000.

Friday
July 15

OPENING: "MISS LIBERTY" IMPERIAL THEATRE, 45TH ST. WEST OF B'WAY
Irving Berlin, Robert E. Sherwood and Moss Hart present a new musical comedy with book by Robert E. Sherwood and music and lyrics by Irving Berlin. Cast includes Allyn McLerie, Eddie Albert, Mary McCarty and Philip Bourneuf. Staged by Moss Hart. Choreography: Jerome Robbins. Sets: Oliver Smith. Costumes: Motley. (Not change of date). Publicity: William Fields, CI. 5-7930.